

WHAT IS CLAIMED IS:

1. An Internet DTV system having: a digital broadcast station that broadcasts a program by using a well-known broadcast radio wave such as a ground wave or a satellite wave; a commercial server provided on the Internet that holds a content management server, managing/delivering second programs, and sponsor commercials; and a terminal, provided on the audience side, that receives a digital broadcast and accesses the Internet,
 - wherein said broadcast station comprising:
 - means for broadcasting information described in a predetermined format specifying the program, display of a second program to be selected by the audience, address information indicating a location of content upon selection of said second program and a sponsor of said program,
 - and wherein said terminal comprising:
 - means for receiving information from said broadcast station;
 - access means for accessing said Internet;
 - first output means for combining the received program with said second program in accordance with received description and outputting the program to a predetermined display device;
 - input means for inputting designation information from an operator;

request means for, if an input designation
is related to said second program, accessing said
content management server by said access means by using
a described URL for said second program, notifying
5 information to specify said sponsor, and issuing a
request for transfer of said content; and

second output means for outputting the
content received from said content server to said
display device,

10 further wherein content management server
comprising:

means for, if information requested from
said request means of said terminal includes information
specifying said sponsor, requesting commercial
15 information of said sponsor from said commercial server;
and

means for combining the commercial
information sent from said commercial server with the
content requested by said terminal and transmitting the
20 information to said terminal,

further wherein said commercial server comprising:

a database that holds commercial contents
with said information specifying said sponsor as a key;
and

25 means for searching for a corresponding
commercial content from said database based on said
information specifying said sponsor requested from said

content management server, and notifying the commercial content to said content management server.

2. The Internet DTV system according to claim 1, wherein
5 said terminal further comprises:

an MPEG2 decoder for a digital broadcast;
means for interpreting a BIFS description as a scene description; and
means for decoding MPEG4 data from said content
10 management server.

3. The Internet DTV system according to claim 1, wherein
said terminal has a form of set top box connected to a television receiver owned by the audience.
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4. A broadcast station system for delivering a program as digital information to a digital broadcast receiver having an Internet access function, comprising:

means for broadcasting information described in a
20 predetermined format specifying the program, display of a second program to be selected by an audience, address information indicating a location of content upon selection of said second program and a sponsor of said program.

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5. The broadcast station system according to claim 4, further comprising a database that holds broadcast times

of programs and relations between sponsors and the programs.

6. A broadcast station system control method for
5 delivering a program as digital information to a digital broadcast receiver having an Internet access function, comprising:

a step of broadcasting information described in a predetermined format specifying the program, display of
10 a second program to be selected by an audience, address information indicating a location of content upon selection of said second program and a sponsor of said program.

7. A storage medium holding a program that functions as
15 a broadcast station system for delivering a program as digital information to a digital broadcast receiver having an Internet access function, wherein said program including:

20 program code of process for broadcasting information described in a predetermined format specifying the program, display of a second program to be selected by an audience, address information indicating a location of content upon selection of said
25 second program and a sponsor of said program.

8. A terminal having an Internet access function,

provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

- means for receiving information from a broadcast station;
- access means for accessing the Internet;
- first output means for combining the received program with a second program in accordance with a received description, and outputting the program to said predetermined display device;
- input means for inputting designation information from an operator;
- request means for, if an input designation is related to said second program, accessing said content management server by said access means by using a described URL for said second program, notifying information to specify said sponsor, and issuing a request for transfer of said content; and
- second output means for outputting content received from said content server to said display device.

9. A control method for a terminal having an Internet access function, provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:
- a step of receiving information from a broadcast station;

a first output step of combining the received program with a second program in accordance with a received description, and outputting the program to said predetermined display device;

5 an input step of inputting designation information from an operator;

 a request step of, if an input designation is related to said second program, accessing said content management server by said access means by using a
10 described URL for said second program, notifying information to specify said sponsor, and issuing a request for transfer of said content; and

 a second output step of outputting content received from said content server to said display device.

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10. A storage medium holding a program that functions as a terminal having an Internet access function, provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display
20 device, wherein said program including:

 program code of process for receiving information from a broadcast station;

 program code of first output process for combining the received program with a second program in accordance
25 with a received description, and outputting the program to said predetermined display device;

 program code of input process for inputting

designation information from an operator;

program code of request process for, if an input
designation is related to said second program, accessing
said content management server by said access means by
5 using a described URL for said second program, notifying
information to specify said sponsor, and issuing a
request for transfer of said content; and

program code of second output process for
outputting content received from said content server to
10 said display device.

11. A content management server for transferring a
content in response to a request from a terminal having
an Internet access function, provided on the audience
15 side, for receiving a digital broadcast and outputting a
video signal to a predetermined display device,
comprising:

a content database that holds and manages
contents;

20 first reception means for receiving information
specifying the content and information specifying a
sponsor from said terminal;

second reception means for, based on the
information specifying the sponsor received by said
25 first reception means, requesting transfer of commercial
content corresponding to the sponsor from a
predetermined commercial server provided on the Internet,

and receiving the commercial content; and

transmission means for extracting the content requested from said terminal, from said database, combining the content with the commercial content

5 received by said second reception means, and transmitting the content to said terminal.

12. A control method for a content management server for transferring a content in response to a request from a
10 terminal having an Internet access function, provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

a first reception step of receiving information
15 specifying the content and information specifying a sponsor from said terminal;

a second reception step of, based on the information specifying the sponsor received at said first reception step, requesting transfer of commercial
20 content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and

a transmission step of extracting the content requested from said terminal, from said database,
25 combining the content with the commercial content received at said second reception step, and transmitting the content to said terminal.

13. A storage medium holding a program for a content management server for transferring content in response to a request from a terminal having an Internet access
5 function, provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, wherein said program including:

program code of first reception process for
10 receiving information specifying the content and information specifying a sponsor from said terminal;
program code of second reception process for, based on the information specifying the sponsor received at said first reception process, requesting transfer of
15 commercial content corresponding to the sponsor from a predetermined commercial server provided on the Internet, and receiving the commercial content; and
program code of transmission process for extracting the content requested from said terminal,
20 from said database, combining the content with the commercial content received at said second reception process, and transmitting the content to said terminal.

14. An Internet DTV system having: a digital broadcast
25 station that combines a program with a second program to be overlay-displayed on said program in a predetermined description and broadcasts the program; a terminal,

provided on the audience side, that receives a digital broadcast and accesses the Internet; and a server that communicates with said terminal via said Internet,

wherein said broadcast station comprising:

5 means for broadcasting information described in a predetermined format specifying the program, display of a second program, and address information indicating a location of a server summarizing answers from audiences upon selection of said second program,

10 further wherein said terminal comprising:

means for receiving information from said broadcast station;

access means for accessing said Internet;

15 first output means for combining a received program with said second program in accordance with a received description, and outputting the program to a predetermined display device;

input means for inputting designation information from an operator; and

20 notification means for, if an input designation is related to said second program, notifying said server of operated content by using an address described for said second program,

further wherein said server comprising:

25 determination means for, upon reception of notification from said notification means of said terminal, summarizing said notification and determining

success or failure by lottery.

15. The Internet DTV system according to claim 14,
wherein the result of determination is transmitted to
5 said broadcast station and displayed in the program that
is being broadcasted.

16. The Internet DTV system according to claim 14,
wherein the result of determination is notified to a
10 terminal that sent the designation information.

17. A broadcast station system for delivering a program
as digital information to a digital broadcast receiver
having an Internet access function, comprising:

15 means for broadcasting information described in a
predetermined format specifying the program, display of
a second program calling for audience's entry and
selection in a prize quiz, and address information
indicating a location of a server to receive a selected
20 content upon selection of said second program.

18. A broadcast station system control method for
delivering a program as digital information to a digital
broadcast receiver having an Internet access function,
25 comprising:

a step of broadcasting information described in a
predetermined format specifying the program, display of

a second program calling for audience's entry and selection in a prize quiz, and address information indicating a location of a server to receive a selected content upon selection of said second program.

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19. A storage medium holding a program for a broadcast station system for delivering a program as digital information to a digital broadcast receiver having an Internet access function, wherein said program

10 including:

program code of process for broadcasting information described in a predetermined format specifying the program, display of a second program calling for audience's entry and selection in a prize
15 quiz, and address information indicating a location of a server to receive a selected content upon selection of said second program.

20. A server for prize quiz for receiving information
20 via the Internet, from a terminal having an Internet access function, provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, comprising:

reception means for, upon broadcast of a program
25 calling for an answer to a prize quiz or the like, receiving a selected answer from said terminal; and

success determination means for summarizing

received answers, and determining a predetermined number of entries by lottery.

21. The server according to claim 20, wherein the result
5 of success determination by said success determination means is notified to the broadcast station.

22. The server according to claim 20, wherein the result
10 of success determination by said success determination means is notified to a terminal that sent the answer.

23. A control method for a server for prize quiz for
receiving information via the Internet, from a terminal
having an Internet access function, provided on the
15 audience side, for receiving a digital broadcast and
outputting a video signal to a predetermined display
device, comprising:

a reception step of, upon broadcast of a program
calling for an answer to a prize quiz or the like,
20 receiving a selected answer from said terminal; and

a success determination step of summarizing
received answers, and determining a predetermined number
of entries by lottery.

25 24. A storage medium holding a program for a server for
prize quiz for receiving information via the Internet,
from a terminal having an Internet access function,

provided on the audience side, for receiving a digital broadcast and outputting a video signal to a predetermined display device, wherein said program including:

5 program code of reception process for, upon broadcast of a program calling for an answer to a prize quiz or the like, receiving a selected answer from said terminal; and

10 program code of success determination process for summarizing received answers, and determining a predetermined number of entries by lottery.